

ABSTRAK

Seiring dengan perkembangan teknologi *shopee* merupakan salah satu *marketplace* yang banyak digunakan di Indonesia. Mahasiswa Universitas Mercu Buana Yogyakarta merupakan bagian dari generasi muda yang aktif berbelanja melalui *shopee*. *Shopee* menawarkan berbagai kemudahan ketika berbelanja yang dapat menyebabkan pembelian *online* yang tidak terencana. Banyak faktor yang dapat mempengaruhi *impulsive buying*. Kepribadian merupakan salah satu faktor yang dapat mempengaruhi *impulsive buying*. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kepribadian *big five* dengan *impulsive buying* pada mahasiswa Universitas Mercu Buana Yogyakarta pengguna *shopee*. Subjek berjumlah 120 mahasiswa perempuan fakultas psikologi Universitas Mercu Buana Yogyakarta. Alat ukur yang digunakan yaitu *The Big Five Personality* (BFI) dari Oliver John (1999) yang telah diadaptasi oleh Ramdhani (2012) dan modifikasi skala *impulsive buying* dari Khairunnisa (2020). Teknik analisis yang digunakan yaitu *rank spearman correlation*. Hasil penelitian menunjukkan dimensi kepribadian *big five* yang memiliki hubungan positif signifikan adalah: *extraversion* ($p= 0,005$), dan *neuroticism* ($p=0,039$). Sedangkan dimensi *agreeableness*, *conscientiousness*, dan *openness to experience* tidak berkorelasi dengan *impulsive buying*.

Kata kunci: *impulsive buying*, kepribadian *big five*, mahasiswa, pembelian *online*, *shopee*

ABSTRACT

Along technological development shopee is one of marketplace with many users in indonesia. Female students at Mercu Buana Yogyakarta University are one part of the younger generation who actively shop at shopee. Shopee provides variousconveniences when shopping which can cause unplanned online purchasing. There are various factors that can influence impulsive buying. Personality is one of the factors that can influence impulsive buying. The purpose of this study was to found the correlation between big five personality to impulsive buying for female students at Mercu Buana Yogyakarta University who use shopee. The subjects numbered 120 female students at the psychology faculty of mercu buana yogyakarta. The measuring instrument used is The Big Five Personality Inventory (BFI) from oliver john (1999) which has been adapted by Ramdhani (2012) and modification of the impulsive buying scale that has been prepared by Khairunnisa (2020). The technique analysis used is rank spearman. The result showed that the big five personality dimensions that have a significant positive relationship with impulsive buying are extravertion ($p= 0,005$), and neuroticism ($p=0,039$). Meanwhile, the dimensions of agreeableness, conscientiousness, and openness to experience do not correlate significantly with impulsive buying.

Keywords: *big five personality, female student, impulsive buying, online shopping, shopee*